CLAIMS

1. A collapsible container holder assembly for use in a vehicle, said container holder comprising:

a carrier portion adapted to be selectably mounted within the vehicle, said carrier portion having at least one recessed opening formed therein; and

at least one container receptor portion adapted to telescopically engage and be retained within the at least one opening formed in the carrier portion and wherein said at least one container receptor portion is adjustable between an extended and collapsed position relative to the carrier portion.

2. The container holder assembly of claim 1 wherein the carrier portion further comprises at least one retaining member adapted to engage at least one complementary mounting point at the vehicle.

3. The container holder assembly of claim 1 further comprising a locking means for locking said at least one container receptor portion in the extended position.

4. The container holder assembly of claim 3 wherein the locking means is locked by rotating the at least one container receptor portion in a first direction while extended and unlocked by rotating the at least one container receptor portion in an opposite direction.

5. The container holder assembly of claim 1 wherein the at least one container receptor portion comprises at least one retaining arm disposed on an exterior surface, said at least one retaining arm operative to prevent the at least one container receptor portion from being pushed out from the carrier portion when the at least one container receptor portion is moved to the collapsed position.

6. A collapsible container holder assembly for use in a vehicle having a floor tray, said container holder comprising:

a carrier portion adapted to be selectably mountable to the floor tray of the vehicle, said carrier portion having at least one recessed opening formed therein; and

at least one container receptor portion adapted to telescopically engage and be retained within the at least one opening formed in the carrier portion and wherein said at least one container receptor portion is adjustable between an extended and collapsed position relative to the carrier portion.

7. The container holder assembly of claim 6 further comprising a locking means for locking said at least one container receptor portion in the extended position.

8. The container holder assembly of claim 7 wherein the locking means is locked by rotating the at least one container receptor portion in a first

direction while extended and unlocked by rotating the at least one container receptor portion in an opposite direction.

9. The container holder assembly of claim 8 wherein the carrier portion further comprises at least one retaining member adapted to engage at least one complementary mounting point at the vehicle floor tray.

10. A collapsible container holder assembly for use in a vehicle, said container holder comprising:

a carrier portion adapted to be selectably mounted within the vehicle, said carrier portion having at least one recessed opening formed therein;

at least one container receptor portion adapted to telescopically engage and be retained within the at least one opening formed in the carrier portion and wherein said at least one container receptor portion is adjustable between an extended and collapsed position relative to the carrier portion; and

a locking means for locking the at least one container receptor in the extended position wherein locking is accomplished by rotating the at least one cup receptor in a first direction and unlocking is accomplished by rotating the at least one container receptor in an opposite direction.